
PRINCE ALBERT

Where Progress Continues Unabated

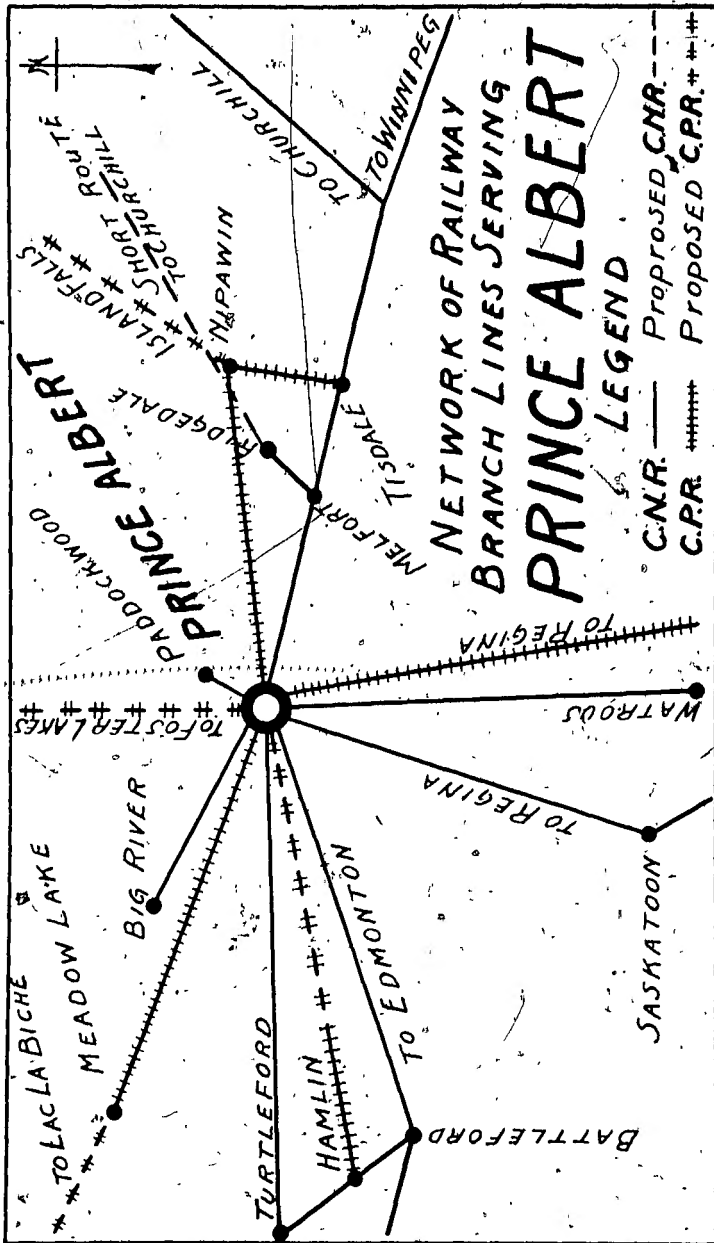


Gateway to
PRINCE ALBERT NATIONAL PARK

1124



Presented with the
compliments of the
Prince. Albert
Board of Trade.



PRINCE

ALBERT

Where Progress Continues Unabated

PRINCE ALBERT challenges any other city in Western Canada to match its record of progress in recent years.

Despite prevailing economic conditions which since 1930 have not been conducive to expansion, Prince Albert is able to produce evidence in abundance that the march of progress has continued throughout this period.

Occasionally the slogan "City of Opportunities" has been used with reference to Prince Albert, but it never was as applicable as it is today.

Ten completed railway lines on Canada's two great rail transportation systems now radiate from this city to serve one of the most fertile agricultural areas in Canada. (See map on opposite page.)

Three Branches Completed

Three of these branch lines have been completed since 1929. Work on two was not commenced until 1930. Not even in the so-called days of prosperity was railway construction activity any greater in this city's trade area than it has been since 1930.

An unprecedented influx of new settlers into Prince Albert's trade area has coincided with the railway extensions.

TO refer to Prince Albert as being in Northern Saskatchewan is not, strictly speaking, correct. This city is geographically the most centrally located one in Saskatchewan, as it lies about 50 miles south of the centre of the province. A glance at any map will show that it is farther to the South than Edmonton, capital city of Alberta.

All previous records have been broken by the flood of settlers coming into the territory for which Prince Albert is the distributing centre. The 1931 census, which only partially took into account the settlement activity in recent years, not only indicated that the city's population had increased by more than 30 percent to approximately 10,000 in the decade



Towering evergreens shade Prince Albert's auto touring camp where in neat log buildings, one of which is shown above, most of the comforts of home are provided. Six cabins are available for rent.

from 1921, but that the number of persons in this federal constituency—which embraces only a fraction of the city's trade territory—had increased by 11,765, from 39,126 in 1921 to 50,891. The population of villages in Prince Albert's trading area had increased by 78.28 percent since 1921.

Bumper Crop Harvested

In 1931, despite the drought conditions which prevailed extensively in the West, bumper crops were raised in this area which has never known a crop failure through lack of sufficient moisture. The Prince Albert division of the Canadian National Railways that year produced 32,500,000 bushels of grain, including 25,000,000 bushels of wheat.

In the immediate future the output of grains and other agricultural products in the vast trade area of this city will increase enormously as the thousands of acres of recently-settled lands become productive. Not only will this greatly-increased buying power enable a much larger population to be supported here; but businesses being established in scores of new towns along recently-completed railway branch lines are enhancing the importance of Prince Albert as a distributing centre to a remarkable and unprecedented degree.



*Wonderfully
connected
highways
make a
canoeists'
paradise of
Prince Albert
National Park.*

Transportation

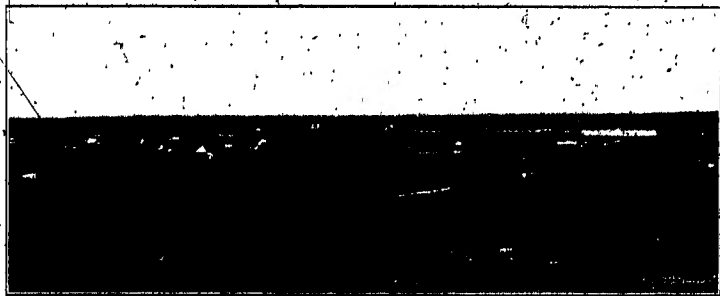
THE amazing story of railway developments in the area served by Prince Albert is briefly told by the following statistics:

In 1926 the trackage in the Prince Albert division of the Canadian National Railways totalled 718 miles. By 1932 this had increased to 1,070 miles, without including the 62 miles under construction which had not been taken over by the operating department.

In 1929 the Canadian Pacific Railway extended a branch from Lanigan to Prince Albert. In 1930 approximately 25 percent of the amounts voted by the Canadian Pacific Railway for expenditure on various works throughout Canada was allotted to the territory immediately tributary to Prince Albert. Under this program a total of 204 miles of railway on three branch lines has been built; 25 miles of another branch have been graded and the laying of steel on this grading was to be completed early in 1932.

One of the new Canadian Pacific branch lines, completed to Meadow Lake, northwest of here, will eventually be pushed

westward to Lac la Biche on the Alberta Great Waterways Railway in Northern Alberta. The portion of this new branch which has already been completed has extended the city's trade territory 94 miles to the northwest to an area in which the Saskatchewan provincial government in 1931 reported 20,000 people had settled in recent years.



Typical scene on the outskirts of Prince Albert

Railway Facilities Provided

For years settlers have been taking up land in the fertile areas north of the North Saskatchewan and Saskatchewan Rivers between here and Nipawin, where the Canadian Pacific Railway a few years ago completed a million-dollar bridge across the Saskatchewan River. The badly-needed railway facilities have now been provided by the Prince Albert-Henribourg-Nipawin branch of the Canadian Pacific Railway which was taken over by the operating department of the system in the spring of 1932. A third branch of the Canadian Pacific, from the Meadow Lake line to Medstead, was practically completed in 1932.

Despite the intense construction activity of the Canadian Pacific Railway in this area, the Canadian National system is still the more important as far as the city and district are concerned. Seven railway lines on this system radiate from here to the north, east, south and west. The Canadian National payroll is the largest single one in the city, there being 215 men resident here who are employed by this system.

There are a number of projected extensions on both systems. The Canadian National Railways have surveyed a cut-off route which eventually will shorten the distance from here to Churchill by many miles. Part of this branch—

known as the Ridgedale cut-off—has been constructed. The Canadian Pacific has under charter a branch line north of here to Foster Lakes, beyond the Churchill River, and another to the Island Falls power plant on the Churchill which provides electrical energy for Flin Flon and Sherritt-Gordon.

Closest city to Churchill

Prince Albert is the closest of any city to Churchill, being 759 miles distant by present routes, whereas Saskatoon is 814 miles from the Hudson Bay port and Regina and Winnipeg are 845 and 978 miles distant.

Some indication of the important role this city is destined to play as the development of the new Hudson Bay port continues may be gained from the fact that practically all of the 2,000,000 bushels of wheat sold early in 1932 by the Saskatchewan Wheat Pool for shipment via Churchill was obtained from this city's trade area.

The airplane is playing an important role in transportation in this area. The Brooks Airways Ltd., of Prince Albert now operates a fleet of large cabin planes from the city. In winter they are used to transport fish and furs out of the North and to carry in supplies. In the summer they carry freight and passengers into and out of the North and are also used for forest fire patrols.

Most of the supplies for the North are taken in from here. In the 1927-28 winter season when there was considerable prospecting activity, one firm alone freighted 650 tons from here, using horses and caterpillar tractors for motive power. Regular air mail service from Prince Albert to Lac la Ronge and Montreal Lake was inaugurated June 7, 1932.

Motor Highways

All-weather gravel highways connect this city with all other cities in the province and these all-weather roads extend to the international boundary to the south and to the boundaries of Manitoba and Alberta. Thirty-five miles north of here lies Prince Albert National Park, visited in 1931 by 30,000 persons. Only one all-weather route extends from here to the park and practically all those visiting the Northland playground must pass through this city enroute to and returning from the park. A system of feeder roads extends from here in all directions throughout the surrounding fertile and productive agricultural area.

Description of Trade Area:

PRINCE ALBERT is at the same time the centre of one of the oldest established farming communities in the province and the distributing point for areas which have been settled more recently than any others in Saskatchewan.

Prince Albert serves an urban and rural population of approximately 135,000 persons.

The established farmers—some on farms first carved out of the wilderness back in the '70's—have as a general rule



Fairway of first hole, Prince Albert golf course, one of the most picturesque in the West.

been following a policy of mixed farming for years with the result that despite low prices for farm products at the close of the year 1931, they were well able to provide for their ordinary wants and have in the aggregate a considerable amount of cash on hand from the sale of the surplus. Prince Albert is in the centre of the only portion of the province where farmers in 1932 were in this fortunate position.

Splendid crops were harvested in this district in 1931 and the year before, despite drought conditions which prevailed from a point near Saskatoon southward. Farmers through the stockyards here and to the packing plant annually dispose of their surplus livestock and the sale of poultry, milk, cream, and eggs augments their income. Fuel costs are negligible as wood is plentiful. The cash return from the sale of wheat and other products of the farms is not required for the purchase of the bare necessities of life, as these are largely produced on the farms.

Some idea of the growing eminence of the agricultural district served by Prince Albert is conveyed by the success of C. H. Gilbert, Big River farmer, in winning the championship in the hard red spring wheat classes at the Chicago International Hay and Grain Show in the fall of 1931.

Claim Substantiated

Substantiation of the claim the buying power of Prince Albert and district has been little affected by the depression is found in the Financial Post Business Year Book 1932. In an analysis of prairie buying power Prince Albert is shown in the area of Saskatchewan with normal or near normal buying power. The percentage of normal buying power of this district is given as 117. The chart was reproduced in the regular issue of The Post, January 2, 1932.

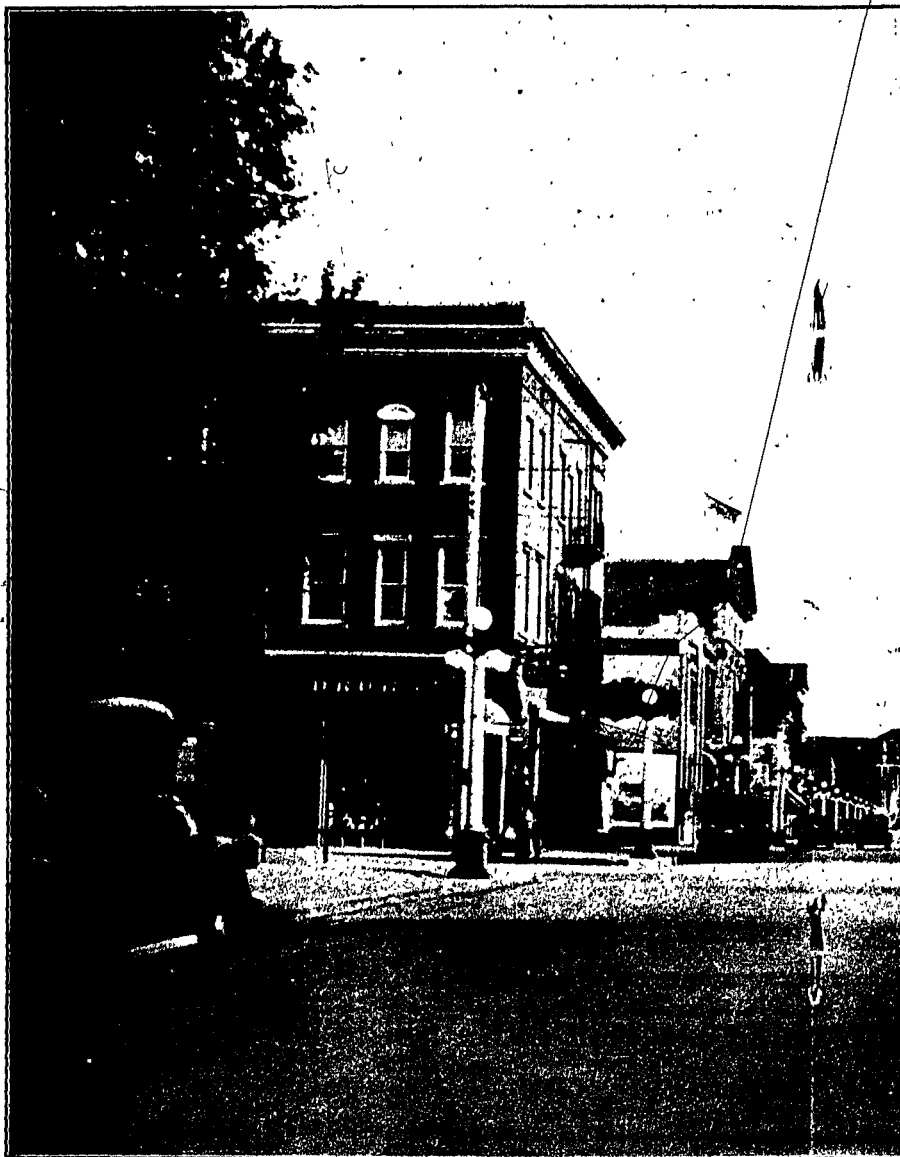


Standards of Living

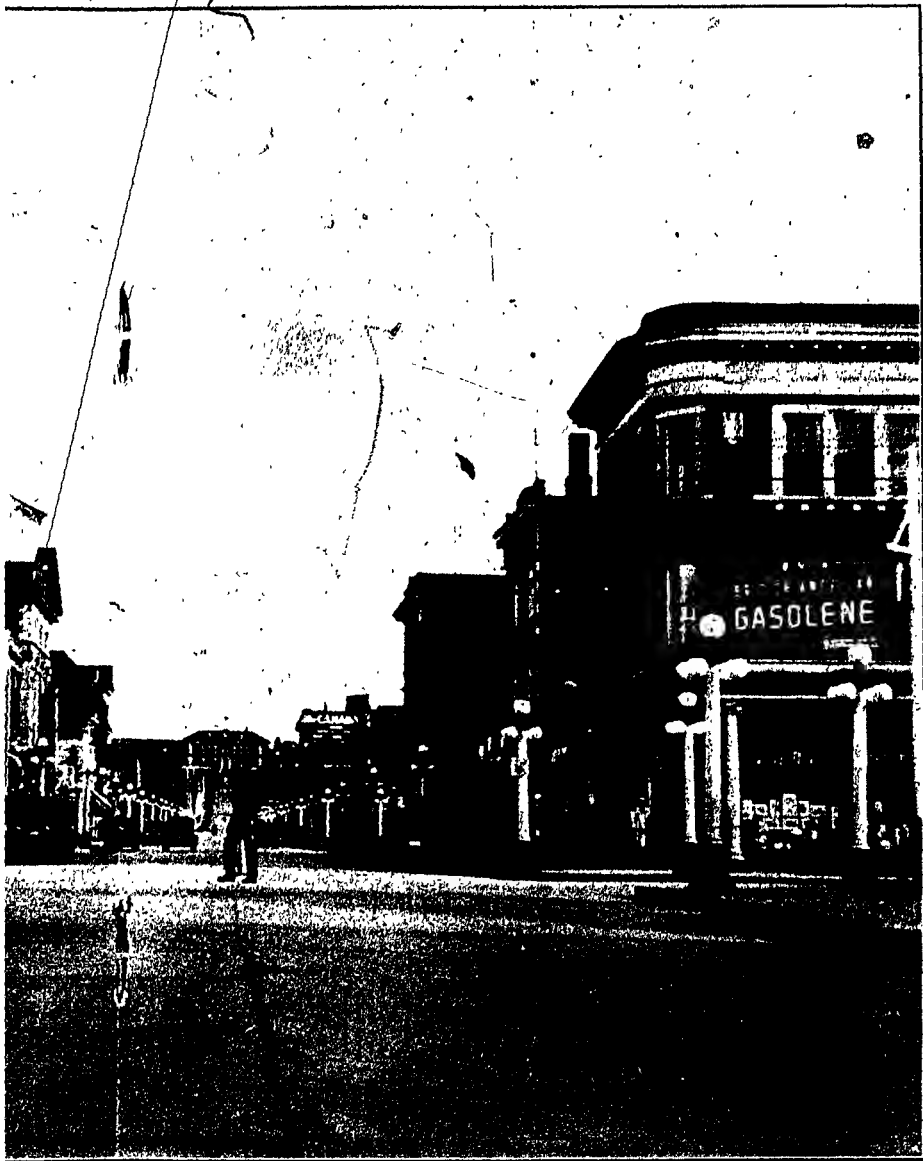
PRINCE ALBERT has a white and predominantly Anglo-Saxon population and consequently the standard of living is unusually high. There are many wealthy old-established families here as this city's history antedates that of any other city in the province. Its development has not been as rapid as that of the cities located on the bald prairies because of the attractiveness to settlers of prairie land which required no clearing. New settlers who have located in Prince Albert's trading area in recent years are in the main of Nordic extraction and agriculturists of wide experience with more capital than the early western settler possessed.

The average income in Prince Albert is unusually high. Nine hundred and sixty-six employed by the railways and in local industries, government institutions and offices, and schools earn annually \$1,623,180, or an average of \$1,680 each.

There is a large provincial and Dominion government payroll in Prince Albert. In 1931 approximately \$321,624 was drawn in salaries by the 103 employed in the Dominion penitentiary; 22 at the provincial jail; 97 in the provincial tuberculosis sanatorium and 20 in the Northern Saskatchewan branch of the provincial natural resources department.



Central Avenue, Prince A



Prince. Albert, Saskatchewan



Catch of lake trout, the reward of anglers who pursued their favorite sport in Prince Albert National Park. The big fellow weighed 28 pounds.

Prince Albert National Park

THIRTY-FIVE miles north of the City of Prince Albert lies Saskatchewan's new national playground, Prince Albert National Park, a vast region of lake and woodland, comprising an area of 1,869 square miles. Here hundreds of crystal lakes tied one to another with innumerable little rivers, provide continuous waterways for hundreds of miles, while forests of birch, white spruce and jackpine clothe their shores with diverse shades of green. Scores of clear white sand beaches border the lakes, shelving out gently into the blue waters, forming ideal camping and bathing grounds. Lake trout, pickerel, and great northern pike swarm many of its yet unfished lakes, while through the woods roam moose, deer, and black bear.



Ready for the portage, Prince Albert National Park

An all-weather motor highway leads from the city of Prince Albert to the southeast corner of the park where it connects with the government

*Fine sand
beaches pro-
vide delight-
ful camp-
grounds in
the park.*



road to Lake Waskesiu, the first of the large lakes of the park, which lies thirty-five miles north of the park boundary.

The unique canoeing opportunities appeal strongly to the adventurous. Starting from Waskesiu lake, the park headquarters, one may travel by water with brief portages, literally for hundreds of miles, reaching on the west the Great Slave and the MacKenzie, on the east the waters flowing into Hudson Bay. The entire circuit of the park may be made by canoe passing through nearly a score of lakes tied together by small streams. Immediately east of the park lies Montreal lake, about 34 miles in length and 7 in width, for many years a waterway to the Indian hunting grounds.

Prospect Point forms the residential section of Waskesiu Beach, and a number of summer cottages have been erected there by residents of Saskatchewan. The sites for buildings may be leased from the Government on long term leases at a small rental.

East of Prospect Point is found the business sub-division and the beach, "Big Beach", as it is called, forms one of the chief attractions of the park. Nearly one and one-half miles in length the attractive shoreline shelves so gradually into the water that one may wade for a distance of almost 200 yards, while its clear silver sand provides an ideal children's playground.

Comprising three blocks, the business section looks out over the lake, and houses summer hotels, several stores and a dance hall. Hotels and a bungalow camp provide good accommodation in summer months at reasonable rates. Meals may be secured at the hotels or in a restaurant adjoin-

ing. Camping supplies including fishing tackle and photographic supplies may be purchased from the stores, while a modern gasoline service station has been erected.

Located between the business section and the motor campsite, is the Government headquarters building, the summer office of the park Superintendent. The administration of the park is directed through this office, which also serves as a bureau of information to visitors.



*Sunset on Kingsmere Lake, Prince Albert
National Park*

In the few years since the park was established an electric light system and a waterworks system have been established at Waskesiu beach.

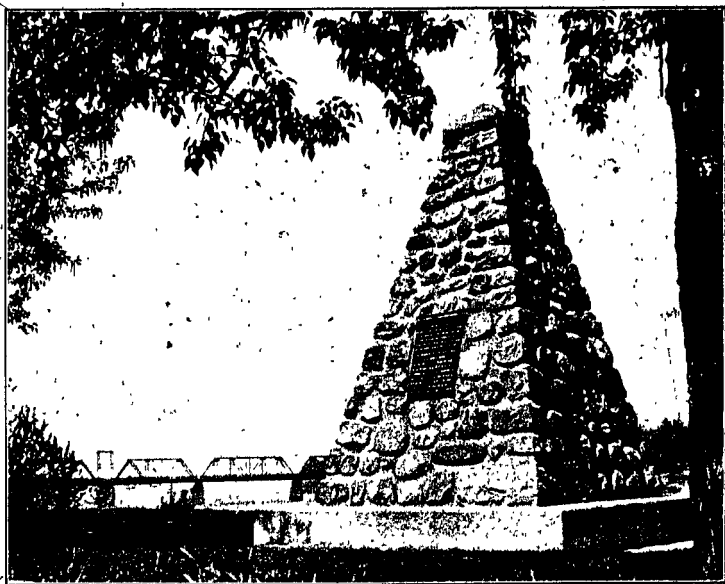
The Government motor campsite, ideally situated on the lake front, commands an excellent view of Waskesiu lake to the Narrows, a distance of almost ten miles. The grounds are large and well laid out, and are provided with kitchen shelters, camp-stoves, tables and benches. There is an ample supply of fresh water. Camping permits are issued at the rate of one dollar per month for ordinary tents, and two dollars per month for tent houses. Permits may be obtained at the office of the park superintendent or from the camp caretaker.

Recreational facilities include the use of a good tennis court situated on the beach in front of the business subdivision. A well-equipped children's playground adjoins the campground. Boats and canoes are available for hire from the boat liveries which operate at the "Beach", and outboard

motor boats may also be secured with or without the services of an operator. Four large motor boats also make regular trips up Waskesiu lake.

Many visitors make Waskesiu Beach their permanent headquarters using it as a starting point for short canoe trips about the lake and through the adjoining waters.

SINCE the establishment of Prince Albert National Park 35 miles north of here, Prince Albert has become the most important tourist centre in the province. The year



Stone cairn erected on the banks of the North Saskatchewan River in Prince Albert to perpetuate the memory of the founding of the city in 1866 by the Rev. James Nisbet and his party.

following the selection of 1,869 square miles of typical Northland forest and lake country north of here as Saskatchewan's only national park, 5,000 visited the new playground. The next year 10,000 passed through the park gates. The following year the total rose to 17,000 and in 1931, 30,000 persons registered at the gate.

Beautiful Emma Lake, 30 miles north of here and one-quarter of a mile from the all-weather highway to the park,

also annually attracts its quota of visitors. Tourist camps are provided and cottage accommodation is available. Stores and service stations cater to the needs of visitors and boats are available for hire.

Big game and game bird hunting draw many to this city in the autumn and winter months of each year. Deer and moose are plentiful, as are ducks, geese, Hungarian partridge, and wood grouse.

Industries

THE extensive list of articles manufactured in Prince Albert marks this city as an industrial centre of some importance. One plant alone—the local branch of Burns and Company—produces 343 livestock products for sale in Canada and for export. One has but to note the advantageous position of the city to become convinced that a great industrial future is in store for Prince Albert. To the north lies the great undeveloped area of unknown mineral and forest wealth. Before many years pass a potential source of hydro-electric power a few miles to the east will be producing cheap water-generated electricity. There is an abundant supply of intelligent unskilled, semi-skilled and skilled labor available in the district. Labor disputes are unknown in Prince Albert. A wide variety of suitable industrial sites situated on railway spurs is available.

Many Commodities Produced

Enterprising manufacturers of Prince Albert produce a number of commodities found in general use throughout the city and district, some of them going to eastern and western portions of the Dominion. They are listed in alphabetical order in the following:

Bricks, breakfast foods, breakfast hoods, boats, boxes, butter, bran, bread, biscuits, bread boards, cedar chests, church furnishings, chop, coal chutes, castings, crates, cheese, cakes, doors, flour, feed, feed mills, humidifiers, ironing boards, ice cream, kitchen cabinets, land packers, linen closets, 343 livestock products, monuments, malt beverages and over 20 varieties of mineral water, office furniture, portable sawmills, plane-matchers, sawmill supplies, sewer castings, stovepipe, tombstones, tile, ventilators, window sashes and water tanks.

"Gateway to the North"

PRINCE ALBERT is the gateway to a vast northern area of undeveloped resources.

During 1931 the growing fish and fur industries recorded a turnover in round figures of \$570,000, this total indicating the buying power of scores of trappers and fishermen who migrate to and from their Prince Albert headquarters and north country locations each autumn and spring. About \$70,000 worth of freshwater fish are brought into this city from lakes 150 miles north each winter. Approximately \$500,000 worth of the finest Canadian fur was marketed here in 1931.

Despite the fact the decreased market value of base metals has restricted prospecting activity throughout Canada, the Consolidated Mining and Smelting Company is still maintaining its quest for commercially-valuable ore bodies in the 80,000 square miles of mineralized pre-Cambrian shield in Northern Saskatchewan. It is in this formation that the great Flin Flon ore body was discovered. Three-quarters of this ore deposit lies in Saskatchewan. Prospecting has only as yet scratched the surface, and it is believed time will disclose the presence of other valuable ore bodies in the northern hinterland of Saskatchewan north of here.

Forest Wealth Immense

The immense forest wealth will play an increasingly important role in the economic life of this city. In the great timber belt which stretches north of here from the Alberta to the Manitoba boundaries up to the Churchill river there are 1,432,000,000 board feet of spruce, 770,000,000 board feet of jackpine and 1,300,000 cords of poplar, according to an estimate prepared some years ago by the Dominion government before the province acquired control. This estimate is admitted to err on the conservative side.

When the time comes to utilize some of these forest resources for the manufacture of paper and other allied products, there is an abundance of potential hydro-electric power along the Churchill which can be harnessed as the Island Falls have for the Flin Flon and Sherritt-Gordon mines.

Hydro Project Declared Feasible

There is, however, a potential source of hydro-electric power much closer to Prince Albert. In 1930 and 1931 Pro-

fessor H. G. Aeres, eminent hydro-electric engineer of Niagara Falls, Ontario, was retained by the Saskatchewan provincial government to investigate the feasibility of the Fort a la Corne site, 35 miles east of here below the confluence of the North and South Saskatchewan Rivers. His final report declared the project to be both economically and physically feasible.

Professor Aeres estimated that at least 125,000 horsepower could be developed at a cost of \$12,000,000, with an additional outlay of \$6,000,000 for a complete network of transmission lines to serve the larger centres in the province and intervening points. He recommended an immediate start be made on the project which, he declared, would supply sufficient power until 1944 for the major cities in the province, taking fully into consideration the normal increase in population which could be expected. After that year steam plants would be required to provide additional power during the winter months.

Civic Finances

PRINCE ALBERT is in the unique position of possessing a fully paid-up sinking fund which with the normal increase will entirely wipe out the city's debt in 1966. This was accomplished by adding \$400,000 of the proceeds of the recent sale of the power plant and distribution system to Canadian Utilities Ltd., to the sinking fund. This arrangement will entail a saving to taxpayers of Prince Albert of more than a million dollars in this period. There will be no longer any necessity to make annual levies for the sinking fund which will entail an additional saving of \$300,000. The present tax rate is 49.80 mills for public school supporters and 46.10 for separate school supporters. The assessment is unusually low in each case.

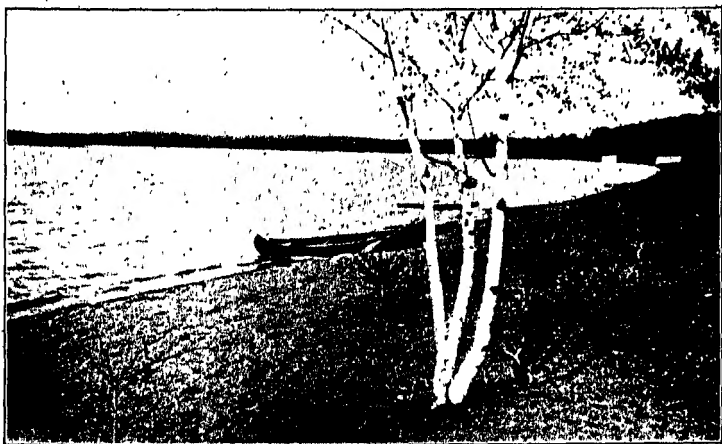
Utilities

IN 1931 Canadian Utilities Ltd., purchased the local power plant and distribution system from the city for \$875,000 in cash, agreeing to expend an additional \$200,000 on improvements. The company has proceeded with improvements as agreed and is now constructing a \$150,000 transmission

line which will link up plants it owns between here and Star City.

Power is available for motors, both single and three phase, the company being in a position to give reliable twenty-four hour service for all industrial requirements.

The rate schedule for ordinary power service ranges from 5 cents per K.W.H. to 21-2 cents per K.W.H. according to quantity consumption. The power company is, however, prepared to make contracts at lower rates where warranted by special conditions of off peak and high load factor, as in the case of some of the present larger industrial consumers.



Sunnyside Beach, Emma Lake

Water

The North Saskatchewan River which flows through Prince Albert provides an abundant supply of excellent water which is supplied domestic and industrial consumers at reasonable rates.



Descriptive Material

Climate

Prince Albert trade area has a climate considered ideal for mixed and grain farming. The average annual precipitation in the city and district is 17 inches. In the memories of living men there has never been a crop failure in this area.

through drought. The precipitation in 1931 was sufficient to produce one of the best crops in the history of the district, yields of wheat ranging from 25 to 50 bushels per acre.

Prince Albert is in the so-called parkland area of the province and the abundant supply of evergreen and deciduous trees accounts for the moderate climate. Winters are less severe than in other parts of the West and summers are cooler.

Schools

Prince Albert has six public schools with an enrolment of 1,635; two separate schools with an enrolment of 298 and a high school, the Collegiate Institute, with an enrolment of 392. There are three private schools and a convent in Prince Albert, two of the former being for boys and one for girls, the total enrolment of the four institutions being 125.

Parks

The city is well provided with parks and playgrounds and will soon be possessor of one of the leading beauty spots in the province, the Bryant Memorial park, which will cover twenty acres. It is now being prepared by the provincial government. In 1931 approximately 10,000 tourists from every province in the Dominion and practically every state in the United States visited Prince Albert auto camp, considered one of the show spots in the city.

Banks

Six of Canada's leading banks are represented by branches in Prince Albert: The Canadian Bank of Commerce, The Bank of Montreal, The Imperial Bank of Canada, The Royal Bank of Canada, The Bank of Nova Scotia and the Banque Canadienne Nationale.

Bank clearings in 1931 totalled \$19,749,381.79 and for 1930 \$22,887,343.30. The decrease is largely accounted for by the drop in market values of agricultural products.

Golf Course

Prince Albert possesses one of the ranking nine-hole golf courses in the West, one that embodies natural scenic beauty with splendidly kept greens and fairways. The club's plans include enlarging the course to eighteen holes.

Churches

Total nine, made up as follows: Anglican, two; United church, one; Roman Catholic, one; Baptist, one; Presbyterian, one; Greek Catholic, one; Pentecostal, one; Nazarene, one. There is also a Jewish synagogue and a Salvation Army.